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**REPRESENTATION OF ADVERTISING CAMPAIGNS
OF CONTEMPORARY FILMS IN THE MEDIA**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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ANNOTATION

The volume of the dissertation is 50 pages and includes 0 illustrations, 0 tables, 1 appendix and 29 references.

The object of the study is the representation of advertising campaigns in the media, and the subject is the techniques and methods of advertising cinema in the media, which are used to implement advertising campaigns for films in the mass media.

The purpose of this work is to identify the features of the representation of advertising campaigns of films in the media. The methodological basis of the diploma work was the method of comparative analysis.

The novelty of the results obtained is due to the need to adapt the theoretical apparatus to explain changing realities. The work describes the main techniques and methods used in advertising campaigns for Russian and American films in the media.

In the process of writing the work, the following results were obtained: the representation of advertising campaigns of films in the media was studied, the importance of advertising for the promotion of films was assessed. In the practical part, the means of representing advertising campaigns of films in the media were analyzed using the example of Russian ("Major Grom: The Game") and American ("Guardians of the Galaxy. Part 3") feature films.

As a result of the comparative analysis, it was concluded that the American superhero advertising campaign is superior to the Russian one. However, it is worth considering that Russian filmmakers have only just begun to work in this direction in order to build more effective communications with the movie audience, create the desired image and make a positive impression. The development of the Russian advertising campaign (improved trailer quality compared to the first part of the cycle, activity in social networks) allows us to assume that superhero advertising in Russia will soon also reach a fairly high level, provided that a responsible approach to planning and implementing the campaign in the media is taken, which contributes to the film's payback.

The materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Keywords: Cinema, advertising, media, advertising campaigns.